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## DISCUSSION ISSUES

POSTMODNINGS

- WHO  
- WHAT

411

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## 1. TARGETING

- MALE VS. FEMALE
- AGE APPEAL
- PSYCHOGRAPHIC
  - . SOCIALLY CONCERNED
  - . HEDONISTIC

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## 2. PRODUCT

- WHAT IS CATEGORY?
  - . AROMA/ODOR
  - . NEW FLAVORS
- LENGTH
- CIRCUMFERENCE
- TAR LEVEL
- REGULAR VS. MENTHOL

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3. POSITIONING OPTIONS

- A. GOOD SMELLING CIGARETTE THAT PUTS FLAVOR FIRST
- B. FRESHEN UP YOUR SMOKE
- C. THE SOCIAL CIGARETTE
- D. NEW FLAVOR OF SMOKING

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## THE GOOD SMELLING CIGARETTE THAT PUTS FLAVOR FIRST

PHILIP MORRIS KNOWS THAT YOU SMOKE FIRST FOR YOUR OWN PLEASURE AND SECONDLY FOR SOMEONE ELSE. THAT'S WHY WE'VE CREATED THE FIRST GOOD SMELLING CIGARETTE WITH TRUE SMOKER SATISFACTION.

INTRODUCING MONTEREY. A LIGHT PLEASANT AROMA OFF THE LIT END. A SMOOTH, SATISFYING FLAVOR FROM YOUR END.

TASTE THE AROMA OF NEW MONTEREY.

- Assume Chelsea is that - / assumes Chelsea isn't that good.
- could be Elements line extension

FRESHEN UP YOUR SMOKE

NOW THERE'S A WHOLE NEW, FRESH SMOKING EXPERIENCE.

NEW MONTEREY <sup>smile</sup> [LETS OFF A SCENT] AS FRESH AS THE OCEAN BREEZE <sup>and</sup> WHILE DELIVERING A TASTE AS CLEAN AND CRISP AS THE GREAT OUTDOORS. [SO LINGERING ODOR AND UNPLEASANT AFTERTASTE] ARE A THING OF THE PAST.

MONTEREY IS THE FRESHEST SENSATION IN SMOKING.

Secret - 2nd  
10/1/68

None  
10/1/68  
so accurate  
Let's say 6. to 10. 1. 10/1/68

clean up your smoke

10/1/68

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## THE NEW FLAVOR OF SMOKING

NOW THERE'S AN EXCITING NEW TASTE AND AROMA IN CIGARETTES.

INTRODUCING MONTEREY. A SPECIAL BLEND OF TOBACCOS AND SPICES DELIVER A UNIQUE, SMOOTH, SATISFYING SMOKE WITH A LIGHT PLEASANT AROMA. SMOKING HAS NEVER BEEN MORE ENJOYABLE FOR YOU AND THOSE AROUND YOU.

EXPERIENCE THE FLAVOR OF NEW MONTEREY.

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